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# Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W
---------- 025247
R 241341Z JAN 75
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 6132

UNCLAS SECTION 01 OF 02 PARIS 02044

E.O. 11652: N/A
TAGS: BBSR FR
SUBJECT: GLOBAL MARKET RESEARCH: SUMMARY OF BIDS ON
BUSINESS EQUIPMENT AND SYSTEMS

REF: STATE A-8667

1. FIVE FIRMS SUBMITTED BIDS FOR SUBJECT MARKET RESEARCH SURVEY, INCLUDING ONE MULTI-STUDY PROPOSAL AND FOUR SINGLE-STUDY PROPOSALS.

2. THE MULTICOUNTRY BID BY MARKETING PROMOTION SERVICES (MPS) BREAKS DOWN THE COST PER COUNTRY AS FOLLOWS:

| | FRENCH FRANCS | U.S. DOLLARS |
|---|---|---|
| FRANCE | 20,000 | 4598 |
| BELGIUM | 20,000 | 4598 |
| W. GERMANY | 22,500 | 5L72 |
| ITALY | 20,000 | 4598 |
| NETHERLANDS | 20,000 | 4598 |
| SPAIN | 20,000 | 4598 |
| SWITZERLAND | 20,000 | 4598 |
| UNITED KINGDOM | 25,000 | 5747 |

($1 EQUALS FF4.35 ON JANUARY 22, L975)
FOR EACH COUNTRY, MPS PROPOSES TO CONDUCT 20 TO 25 PERSONAL INTERVIEWS, DISTRIBUTED AS FOLLOWS: END-USERS' 15-20; IMPORTERS, DISTRIBUTORS, AGENTS, 5-8; TRADE ASSOCIATIONS, 3-5; EQUIPMENT MANUFACTURERS, 3-5; OTHER 3-5. MPS HAS COMPLETED USDOC SURVEYS FOR PHARMACEUTICAL AND COSMETIC MANUFACTURING EQUIPMENT IN FRANCE (1973) AND AIR AND WATER PURIFICATION AND POLLUTION CONTROL
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EQUIPMENT IN BELGIUM (1974). NO PREVIOUS STUDIES IN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006

SPECIFIC FIELD OF BUSINESS EQUIPMENT ARE CITED. MPS
STATES THAT IT WORKS CLOSELY WITH SERETE, A LEADING
FRENCH ENGINEERING GROUP. MPS SUBCONTACTS WITH INTERNA-
TIONAL SERVICES, ANENGINEERING CONSULTANT FIRM IN
BRUSSELS. TOGETHER THEY HAVE ENGLISH, DUTCH, ITALIAN,
AND GERMAN SUBSIDIARIES.

3. TMO CONSULTANTS PROPOSES TO CONDUCT STUDY FOR FRANCE
FOR 20,000 FRENCH FRANCS ($4598). 25 PERSONAL INTER-
VIEWS, AND 5 TELEPHONE INTERVIEWS, WOULD BE CONDUCTED,
BROKN DOWN AS FOLLOWS: 20 INTERVIEWS WITH INDUSTRY
SECTOR, 5 WITH TRADE SECTOR, 5 OTHER. TMO HAD MULTIPLE
CONTRACT FOR PARIS TRADE CENTER (PTC) IN L973/L974;
PAST STUDIES FOR COMMERCE INCLUDE PULP AND PAPER MA-
CHINERY' WASTE MANAGEMENT EQUIPMENT, FOOD PROCESSING
EQUIPMENT, MATERIAL HANDLING EQUIPMENT, METALLURGY
EQUIPMENT AND SYSTEMS, POLLUTION CONTROL EQUIPMENT,
PRINTING AND GRAPHIC ARTS EQUIPMENT, AND PROCESS CONTROL
INSTRUMENTATION. QUALITY RANGED FROM GOOD TO AVERAGE.
IN BUSINESS EQUIPMENT FIELD, TMO HAS CONDUCTED STUDIES
ON ELECTRONIC BANKING AND ACCOUNTING MACHINES, TYPE-
WRITER, COPYING, DUPLICATINGMACHINES AND MICROFILM
EQUIPMENT. IN ADDITION, TMO HAS COMPLETED OVER 80 IN-
DUSTRIAL SURVEYS FOR SUCH FIRMS AS IBM, HONEYWELL BULL,
3M, ETC.

4. DIEBOLD EUROPE S.A. PROPOSES TO CONDUCT STUDY FOR
FRANCE FOR 24,500 FRENCH FRANCS $5632). A MINIMUM OF
25 PERSONAL INTERVIEWS WOULD BE CONDUCTED WITH END-
USERS, MANUFACTURERS, AND SUPPLIERS. DIEBOLD PRESENTLY
HAS PTC MULTIPLE CONTRACT. PAST STUDIES FOR COMMERCE
INCLUDE EUROPEAN MARKET SURVEY FOR COMPUTERS AND
RELATED EQUIPMENT (1973) AND FRENCH MARKET SURVEY FOR
ELECTRONIC COMPONENTS (1973). DIEBOLD HAS CONDUCTED
SEVERAL OTHER STUDIES IN THIS FIELD FOR OTHER CLIENTS
INCLUDING EUROPEAN REPROGRAPHY MARKET, FRENCH ELECTRON-
IC CALCULATING MACHINES, MICROFILM EQUIPMENT, SMALL
COMPUTERS VS. ACCOUNTING MACHINES IN EUROPE, EUROPEAN
INPLANT OFFSET PRINTERS AND PLATE-MAKERS SURVEY, AND
EUROPEAN BANKING EQUIPMENT SURVEY. MAJOR CLIENTS INCLUDE
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CONTROL DATA, HONEYWELL BULL, HEWLETT-PACKARD, OLIVETTI,
IBM, TEXAS INSTRUMENTS FRANCE, AND XEROX CORP.



Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006

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PAGE 01 PARIS 02044 02 OF 02 241400Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W
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R 241341Z JAN 75
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 6133

UNCLAS SECTION 02 OF 02 PARIS 02044

5. PLUS CONSULTANTS WOULD UNDERTAKE STUDY FOR FRANCE FOR 28,000 FRENCH FRANCS ($6437). 20-30 PERSONAL INTERVIEWS WOULD BE CONDUCTED WITH GOVERNMENT OFFICIALS, HEADS OF TRADE ASSOCIATIONS, EXPERTS FROM PROFESSIONAL PRESS AND IMPORTERS, DISTRIBUTORS, MANUFACTURERS AND END-USERS OF BUSINESS EQUIPMENT. 1974 MARKET RESEARCH STUDY FOR COMMERCE ON DENTAL EQUIPMENT AND SUPPLIES WAS JUDGED EXCELLENT. FIRM PRESENTLY CONDUCTING USDOC SURVEY ON LABORATORY INSTRUMENTS; MID-TERM REPORT WAS JUDGED INSUFFICIENT BY EMBASSY OFFICER AND WAS RETURNED TO PLUS CONSULTANTS FOR ADDITION OF STATISTICAL TABLES. FIRM HAS NOT PREVIOUSLY UNDERTAKEN SUBSTANTIVE STUDIES IN BUSINESS EQUIPMENT SECTOR. ONE STAFF MEMBER, WHO WAS FORMERLY WITH SEMA, HOWEVER, HAS CONDUCTED STUDIES IN BUSINESS EQUIPMENT FIELD WHILE WITH SEMA.

6. SEMA (GROUPE METRA), THE HIGHEST BIDDER, OFFERS TO COMPLETE STUDY FOR 32,000 FRENCH FRANCS ($7356). ABOUT 20 PERSONAL INTERVIEWS AND 30 TELEPHONE INTERVIEWS WOULD BE CONDUCTED WITH REPRESENTATIVES FROM TRADE ASSOCIATIONS AND GOVERNMENT, MANUFACTURERS, END-USERS, AND OTHER EXPERTS IN THE FIELD. SEMA HAS CONDUCTED SEVERAL STUDIES IN THIS FIELD, INCLUDING EUROPEAN MARKET FOR TELEPRCCESSING AND TIME-SHARING EQUIPMENT, PROSPECTS FOR INFORMATION PROCESSING TECHNIQUES IN SMALL ORGANIZATIONS, EUROPEAN MARKET FOR COMPUTER TERMINALS, FRENCH MARKET FOR COPYING EQUIPMENT AND FAC-
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SIMILE SYSTEMS, FRENCH MARKET FOR HAND-HELD ELECTRONIC CALCULATING MACHINES, AND FRENCH MARKET FOR POINT-OF-SALES TERMINALS. CLIENTS INCLUDE CONTROL DATA, I.B.M., RANK XEROX, GENERAL ELECTRIC, ETC.

7. POST RECOMMENDATION: SEMA BID EXCEEDS PRICE RANGE INDICATED BY OIM. POST BELIEVES LACK OF PREVIOUS EXPERIENCE IN BUSINESS EQUIPMENT FIELD WOULD WEIGH AGAINST AWARDING CONTRACT TO PLUS CONSULTANTS OR MPS. DIEBOLD HAS PROVEN TO BE MOST COMPETENT FIRM TO CONDUCT MARKET SURVEYS ON SOPHISTICATED EQUIPMENT AND HAS SUBSTANTIAL EXPERIENCE IN BUSINESS EQUIPMENT FIELD. DIEBOLD WOULD BE POST'S FIRST CHOICE, WITH CLEAR STIPULATION THAT FIRM WOULD ENGAGE ADDITIONAL RESEARCHERS SO AS NOT TO WEAKEN THEIR EFFORTS ON PTC MULTIPLE CONTRACTS. TMO IS OUR SECOND CHOICE BASED ON COMPETITIVE PRICE AND PREVIOUS EXPERIENCE IN BUSINESS EQUIPMENT FIELD. HOWEVER, POST RECOMMENDS THIS FIRM ONLY WITH RESERVATION BECAUSE OF PAST EXPERIENCE WITH TMO STUDIES WHICH OBLIGED OIM TO REQUEST SUPPLEMENTARY INFORMATION AND CORRECTIONS.

8. COPIES OF BID PROPOSALS MAILED TO DEPARTMENT - ONE COPY BY AIRMAIL, ONE COPY BY AIR POUCH - ON JANUARY 21. RUSH

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Margaret P. Grafeld
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